LET ME ENTERTAIN YOU

When it comes to entertainment, 2020 was indeed a year of two perspectives. **Consumers flocked to digital news services and the many on-demand media channels accessible and established in the home, while 'outside entertainment' saw some dire months in consumption.** In Australia this resulted in entertainment and media revenue falling by 4.5%, or more than AU$2.681 billion (PwC's Perspectives report).

While we all might have signed up to exciting new streaming services, it's clear that we are finding a balance once more. Our love of a live gig hasn't waned, and the industry is well and truly on the road to recovery. As the lights go on again let's take a look at some of the awesome entertainment inspiration on the JCDecaux review room right now - we've got you entertained, from the latest in OOH innovation to Sydney's VIVID.

Pass the popcorn!

55% of the Pigeon Project community finds out about upcoming live events through seeing posters or billboards around town.

100 MAGNIFICENT YEARS OF THE ARCHIES

The Archibald, Wynne and Sulman Prizes are perhaps the most coveted in modern Australian art. This year to celebrate the winning artworks, the Art Gallery of New South Wales (AGNSW) teamed up with Cinema Supercover to bring stunning partnership with JCDecaux to bring the art gallery to the street.

According to the Pigeon Project, 73% of people consider countdowns to be more interesting,

so the Art Gallery of NSW's dynamic digital screen in Sydney's Hyde Park was the perfect place to do just that. The campaign featured a dynamic countdown to the announcement and a quick change of artwork to reveal the winning portrait, with special bulbs that frame our Street Furniture panels like art.

Bering 100 honorably been looked on good.

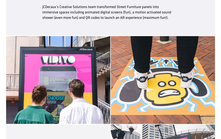
A CLASSIC RELEASE

With live events and entertainment options grinding to a halt, it's unsurprising the gaming industry has surged, and is now worth a whopping $3.4 billion in Australia.

And the momentum continues this year. If you were wondering why there was a sudden increase in arrival times on your favourite game, it's the long-awaited release of *World of Warcraft: Classic*'s expansion *Burning Crusade*, an epic reclamation of the original release 14 years ago.

The much anticipated release appeared across the JCDecaux Transit network to capture the gaming audience with the reach and frequency required to take Outland by storm.

Source: PwC Perspectives



80%

of respondents love seeing advertising that makes them laugh or feel good

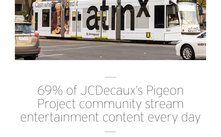
JCDecaux Pigeon Project, June 2021

THE PLASTIC BRICK ADAPTS TO MODERN BUILDING

Parents of young children rejoice! Swapping the long-standing fear of stepping on a small brick without shoes so far an augmented reality world where music lovers can direct, produce and star in their own music video world. LEGO's VIDIYO appeared across the JCDecaux network in a way that can only be described as FUN.

Targeting high pedestrian locations in the heart of entertainment precincts to appeal to a younger crowd,

JCDecaux's Creative Solutions team transformed Street Furniture panels into immersive spaces including animated digital screens (fun!), a motion activated sound shower (even more fun) and QR codes to launch an AR experience (maximum fun!).



65%

of JCDecaux's community think brands should try to entertain them in their advertising

JCDecaux Pigeon Project, June 2021

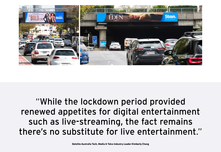
CASH ME OUTSIDE

Whether you call it dosh, dough, coin or paper, cash is not going anywhere. Get ready for a quick-as-lightning ATM experience with access to a network of over 2,000 nationwide ATMs, giving you the freedom to get cash where you need it, when you need it - a punch with the pin, a dip in the pocket or an flamboyant dash of cash.

"The launch campaign tells the story of a brand that exists to make life easier today and a brand that will innovate to meet society's evolving needs for security logistics in the future."

Eva Danielsson, head of group marketing & communications at Armaguard Group said.

Driven by data, this multi-format campaign ensured JCDecaux tapped into inner city audiences at Lyne and Craigieburn, moved from the coastal north at Tuan Bong, whilst surgeed Grant Sub locations placed ahire close to high street banks and ATMs, to influence where it matters most.



69% of JCDecaux's Pigeon Project community stream entertainment content every day

SUBSCRIPTION STREAMING SOARING

2020 was a game-changer year where it came to subscription video on demand, with a rapid spike in streaming as people spent more time at home. Netflix alone grew local revenue by 17% in 2020. Content creation ramped up, with Disney+ launching in Australia and Stan producing its own content. Sports and predictions are that streaming will make up 67% of internet traffic by 2022 (Interdigital, 2020).

Locally, the ultimate in '90s entertainment and one of the most popular TV shows of all time, 'Friends', is back for a reunion on BINGE. A striking multi-format JCDecaux campaign delivers reach and cut through within key urban environments, staying top of mind as they target people on their journey home after work in the evenings. Stan's sassy, The Bold Type resonating and their mysterious Stan! campaigns both deliver impact, scale and reach across premium Digital Large Format sites, with a focus on high OOT.

"While the lockdown period provided renewed appetites for digital entertainment such as live-streaming, the fact remains there's no substitute for live entertainment."

Sandra Lozanovska, Head, Research & Insights, Screen Australia/Screen NSW

"I want to transform. It was scary, exciting. Felt like new again because it had been nowhere long since I had been out and around a crowd. The audience of caring and cheered and laughed and cried and I felt that I was entertained and felt tight it was so special."

JCDecaux Pigeon Project respondent, June 2021

LIGHTS, CAMERA, TIME FOR SOME WINTER ACTION

Click here to watch video
Vivid Sydney Floorplan is out

The countdown to the iconic winter festival, Vivid Sydney is on!

After a year off, Australia's most entertaining night festival is back, leaving a line-up that promises to light up the city with spectacular art, music and ideas. Illuminating at least 1km in major locations to power the whole visit to enjoy a night out in the city.

To increase awareness and encourage interstate audiences to travel to Sydney, Destination NSW are lighting up the eastern seaboard with a Transit campaign that delivers unmatched coverage from the suburbs to the city. JCDecaux Transit is a powerful platform to quickly and cost-effectively reach audiences, as Nielsen insight further found that Transit reports, on average, 25% more effective, when processing decision versus starts formats.

If you have finished or suspension, please get in touch at: hello@jcdecaux.com.au
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DID YOU KNOW?

Vivid Sydney is the largest festival of light, music and ideas in the Southern Hemisphere, attracting 2.4 million guests in 2019.

Source: Vivid Sydney